

COLLECTING & USING DATA TO BUILD A HEALTHIER ACADEMIC COMMUNITY

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EAST CAROLINA UNIVERSITY
POSITIVE HEALTH LEADERSHIP

BECKER, BHAC 2017



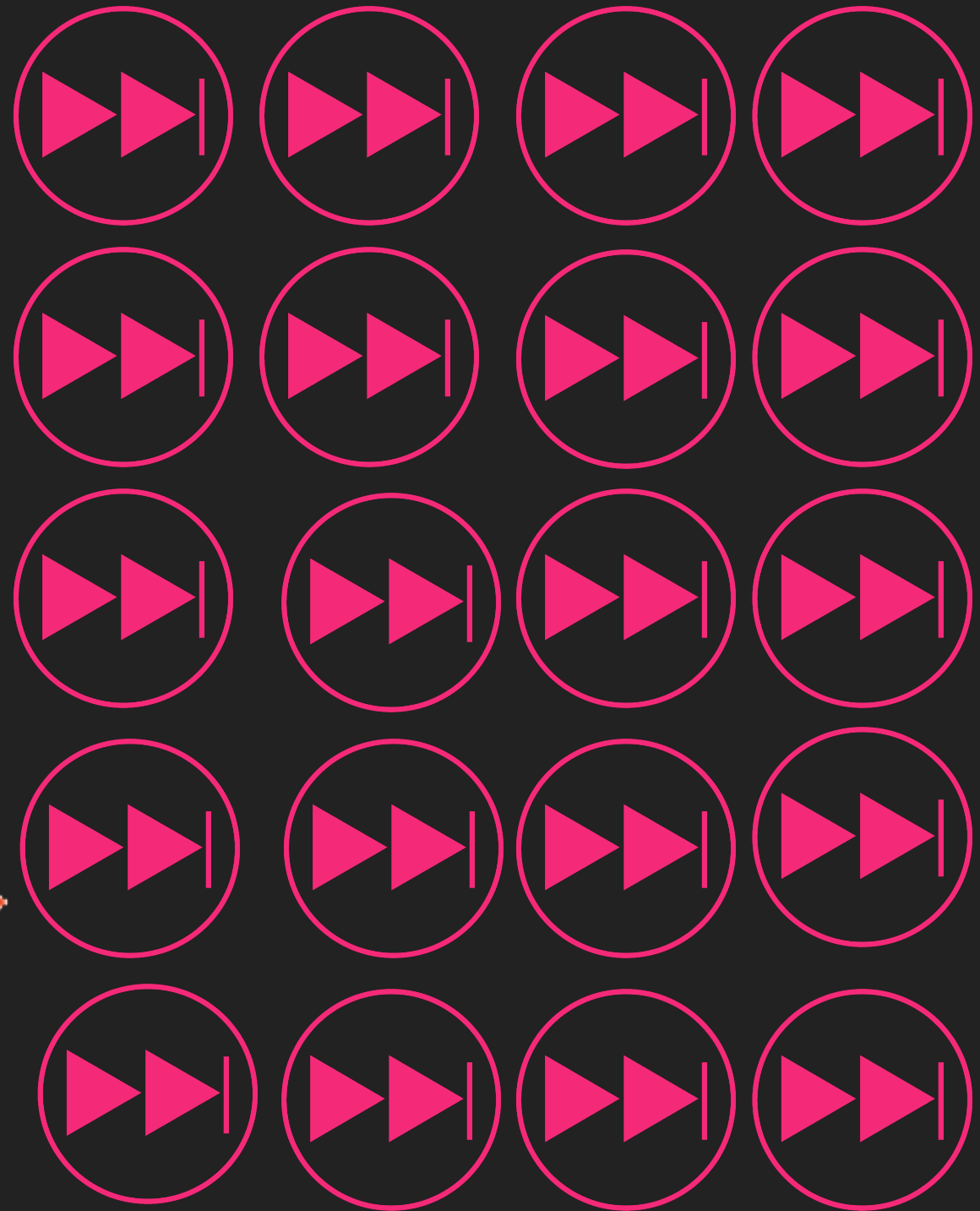
**IT'S NOT
ENOUGH**

**IT'S NOT
ENOUGH**

It is a

PRECURSOR

WHAT DOES IT LEAD TO????



WHAT DOES IT MAKE POSSIBLE?



ACADEMIC INSTITUTIONS ARE AN INVESTMENT

- ▶ HOW DOES IT PAY OFF?
- ▶ WHAT VALUE DOES IT BRING THE STUDENTS?
- ▶ THE COMMUNITY?
- ▶ THE REGION?
- ▶ THE STATE?
- ▶ THE NATION?
- ▶ THE WORLD - SOCIETY?





**NECESSARY
BUT NOT
SUFFICIENT**

Logic Model for Thriving Universities

The Paneugenesis Model

Planning Order

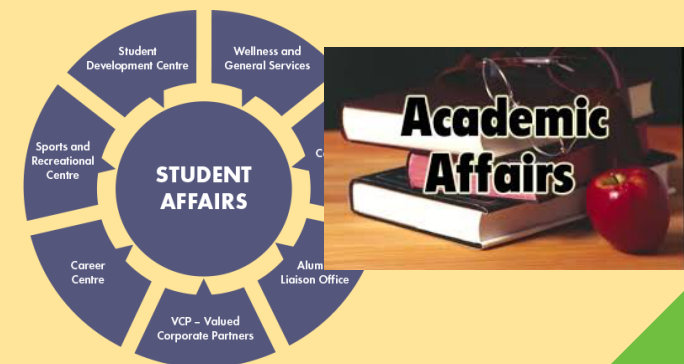
Outcomes
Operationalize
Idealized Outcome

vision**2020**
Arriving University

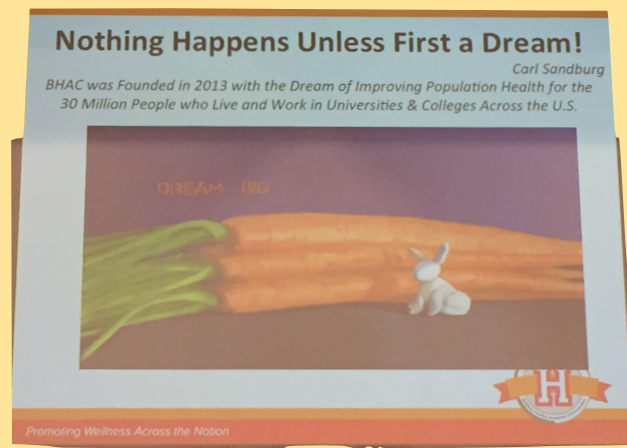
Outputs
Precursors



Activities
Optimize the
Process



Real-Time Order





First
Question?



WHAT IS YOUR IDEALIZED OUTCOME?



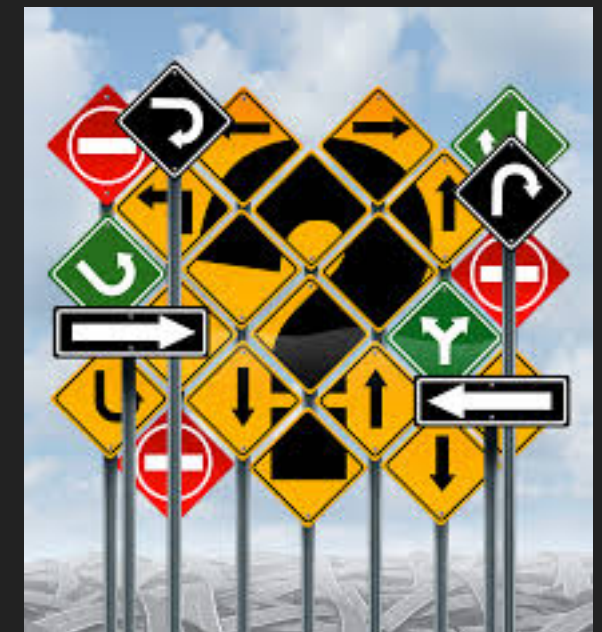
What do
you want
to be?



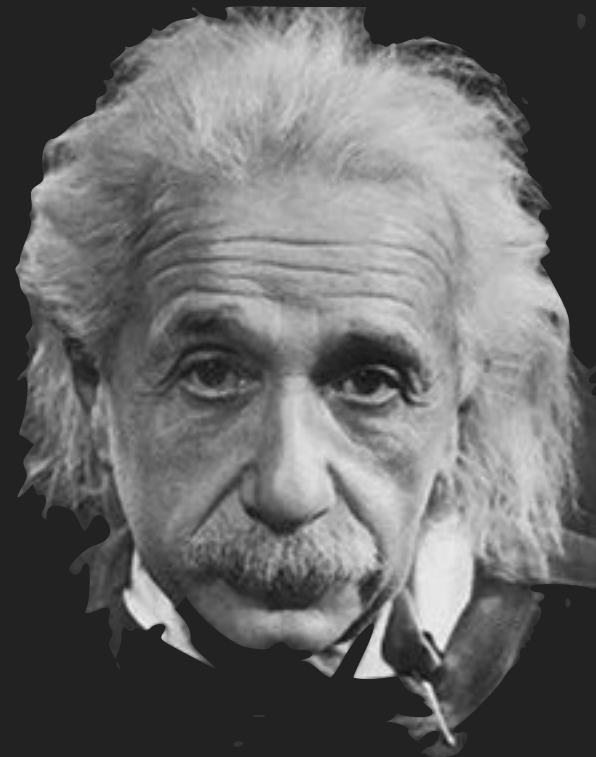
You Can't Get There from Here



Problem
Analysis



*“No problem can be solved
from the same level of
consciousness that created
it.”*



- Albert Einstein



WHAT IS YOUR IDEALIZED OUTCOME?



What do
you want
to be?





PANEUGENESIS...

HUH?

Huh?



Pan=all eu=Good,well genesis=creating

Action Needed: **Paneugenesis**

Need a new word to describe selfish selfless synergy

Pan=all eu=Good,well genesis=creating

Action Needed: **Paneugenesis**

Actions, by individuals, groups or organizations that create the best outcomes for all parties, with a byproduct of pervasive reciprocal positive benefits

Its about creating better Relationships!

Pan=all eu=Good,well genesis=creating

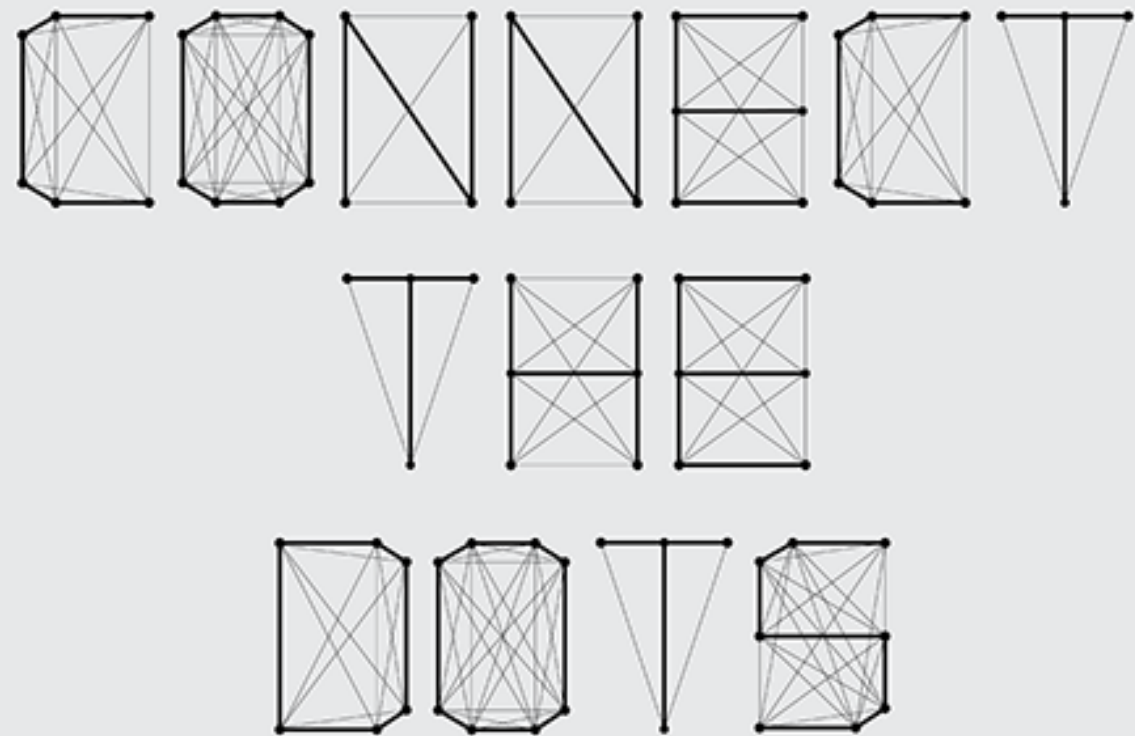
Action Needed: **Paneugenesis**

**Generate Comprehensive Benefits
by Creating Interactions
so Everyone and Everything Benefits**

In the Short & Long Term

Application of Deming's Systems Appreciation

Mist



to.be

BECKER, BHAC 2017

POSSIBLE

NEED



WANT



Logic Model for Thriving Academics Using the Paneugenesis Model

Planning Order

Outcomes

Operationalize Idealized Outcome

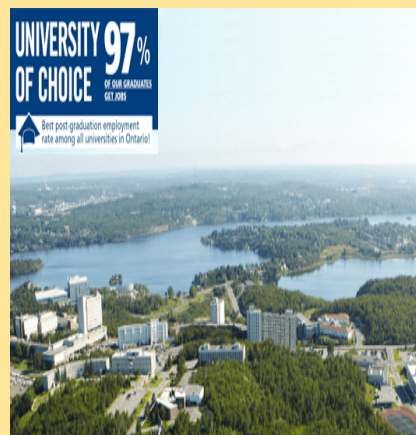
Outputs

Precursors

Activities

Optimize the Process

**Exceed
Expectations**



**By Product:
Improved Society**

**An investment in
knowledge always
pays the best interest.**

- Benjamin Franklin

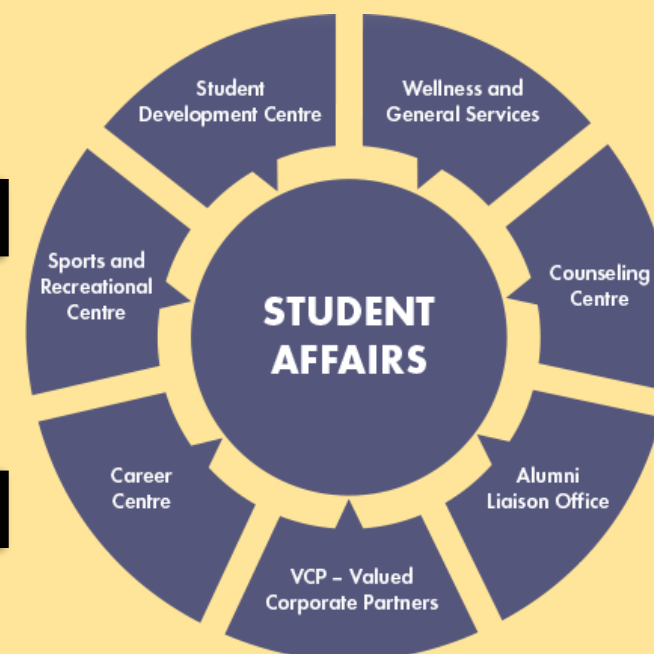
Plot Progress

Plot Progress

Plot Progress

Plot Progress

Plot Progress



Real-Time Order

**From doing this,
we learned...**

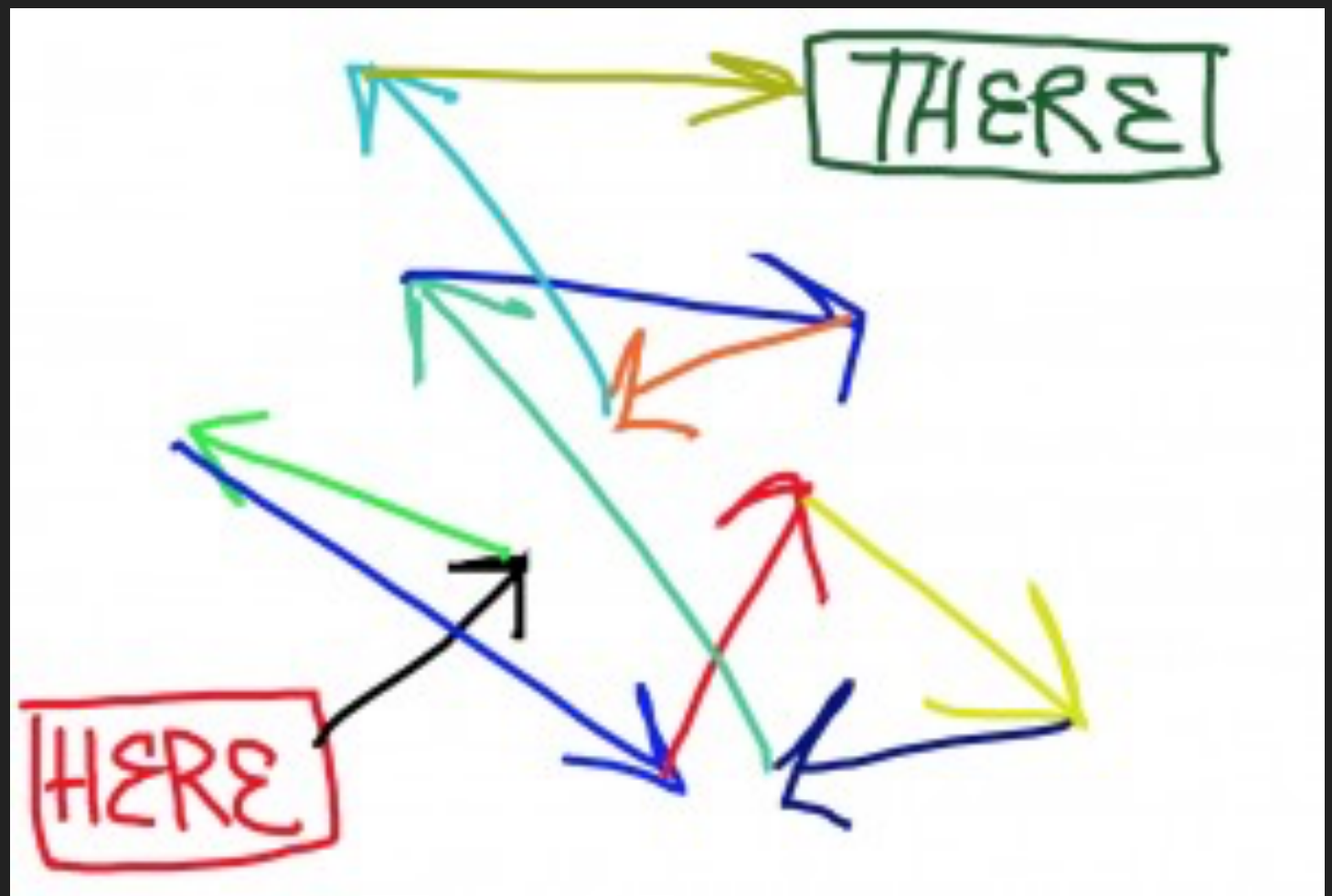
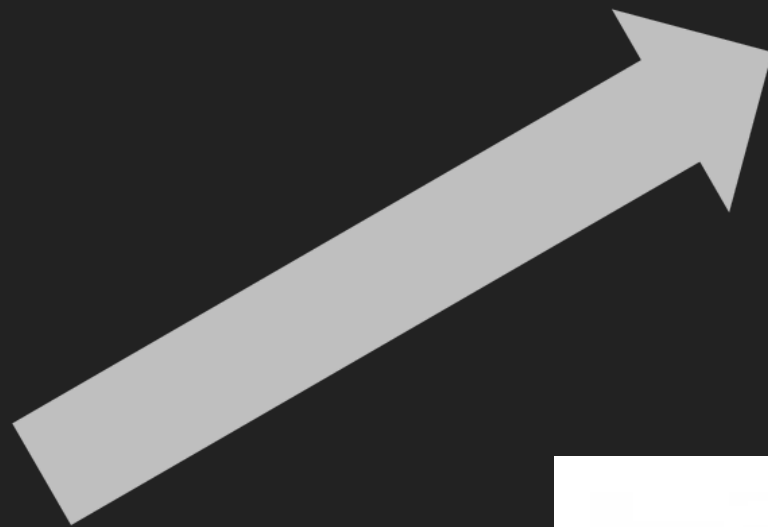
What Helps Students Thrive? An Investigation of Student Engagement and Performance

**Craig Becker, Nelson Cooper, Kemal Atkins,
and Susanne Martin**

Graduation rates, academic success, and health status are top priorities of universities related to student success. Overall it has been found that students academically and socially integrated to the campus are more likely to remain in college and graduate. This article presents a strategy and results of a study that analyzed the overall relationship Student Affairs programs had with student GPA and health status. The goal of this research was to discover what helps students thrive, not just survive at school. To study thriving, the theoretical model of salutogenesis was adapted to investigate factors related to student success as measured through academic performance and health status. Using electronically collected data from a sample of 691 students, the results of relationships between student engagement in Student Affairs programs, student academic performance, and health status have been reported. Emphasis areas for student affairs programs are suggested.

Keywords: student health, academic performance, campus recreation

HOW I GOT



Data Collected

- * Random Students sample
 - * Salutogenic Wellness Promotion Scale (SWPS)
 - * Valid and Reliable for college students
- * SWPS Strong Psychometrically, empirically derived
 - * Multidimensional - assess across domains

What data did we get?

Engagement in:

- *Physical
 - *Social
 - *Emotional
 - *Spiritual
 - *Intellectual
 - *Environmental
- Health Behaviors
by Area

Status:

- *Perceived Health
- *GPA
- *BMI
- *Marital - children?
- *Live On/Off Campus
- *Year in School
- *Work/Volunteer Hours
- *Perceived Safety

Also learned Where engaged in Behaviors

- ▶ At University Sponsored Program
- ▶ Not University Sponsored Program

What was measured?

SWPS Measures Positive Behaviors in these areas:

- ★ Vocation - Inspiration, satisfaction, importance, and enjoyment
- ★ Social - Network, interaction, affection, communication
- ★ Emotional - manage stress, cope, handle life, create opportunity
- ★ Physical - physical movement and good nutrition
- ★ Environmental - support and actions for sustainable world
- ★ Intellectual - reading, verbal, writing skill building
- ★ Spiritual - search for meaning, greater good, religious activities

Who Was in our Sample?

N=691 (Undergraduates, nonDE)

In Sample

Gender	#	%
Male	207	30%
Female	479	69%

Year	#	%
Fresh	215	31%
Soph	186	27%
Jr.	169	25%
Sr	112	16%

Address	#	%
On Campus	273	40%
Off-Campus	411	60%

N=19,767 (Undergraduates, nonDE)

at ECU

Gender	#	%
Male	8,090	41%
Female	11,677	59%

Year	#	%
Fresh	5,826	29%
Soph	4,141	21%
Jr.	4,251	22%
Sr	5,433	27%

Address	#	%
On Campus*	5,537	28%
Off-Campus	14,230	72%

*In Dorms or Greek housing

Who Was in our Sample?

In Sample

Ethnicity	#	%
Asian American	16	2%
Black/Afr American	98	14%
Caucasian	524	76%
Hispanic/Latino	11	2%
Native American	5	1%
Bi-Racial	33	5%
Total	691	100%

at ECU

Ethnicity	#	%
Asian American	432	2%
Black/Afr American	3073	16%
Caucasian	14827	75%
Hispanic/Latino	384	2%
Native American	138	1%
Other	913	5%
Total	19,767	100%

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A good representative Sample

Engagement & Health Status

- * Significant Positive Relationship (sig<.000, $\alpha=.345$)

The more Students Engaged,
the Better their Reported Health

- * Inference:
Engagement = Healthier Academic Community

★ Great Documented Benefit

→ Limitation - relationship not necessarily causal

Engagement, Health, & Performance

* Student Performance measured by GPA

GPA	#	%
0.0-1.0	8	1%
1.0-1.99	22	3%
2.0-2.50	107	16%
2.51-2.99	166	24%
3.0-3.50	206	30%
3.51-4.0	177	26%
	686	100%

Learned

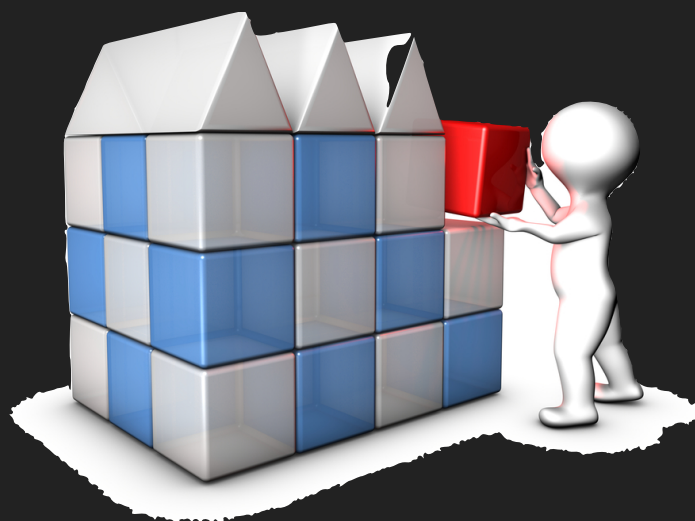
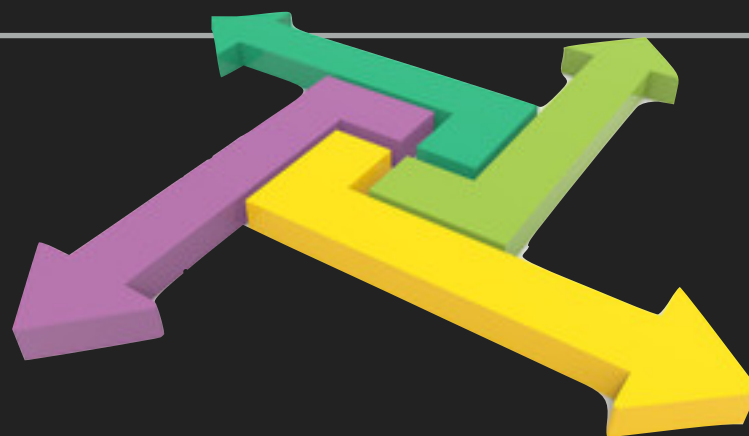
Engagement = Better Health

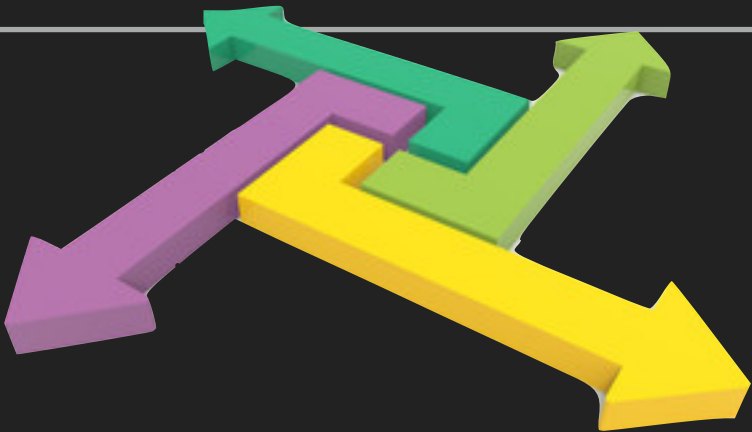
The better students Health
The Better their GPA

sig<.004, $\alpha=.111$

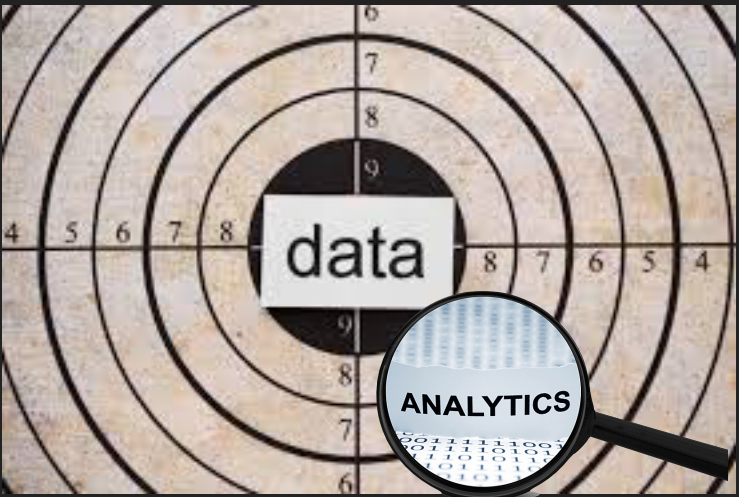
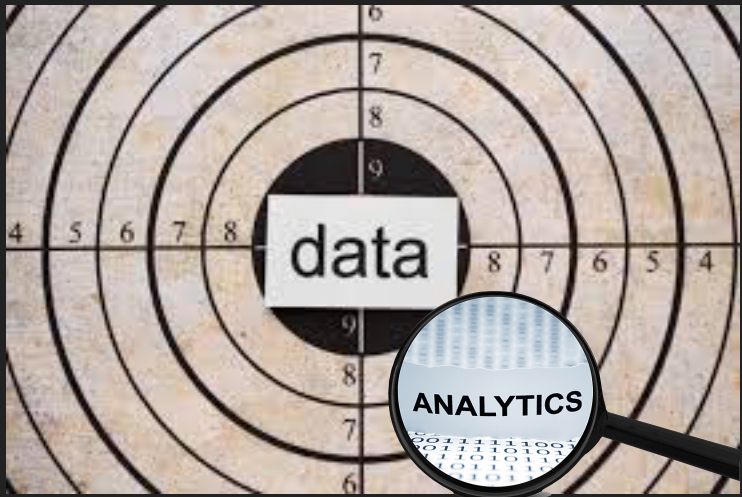
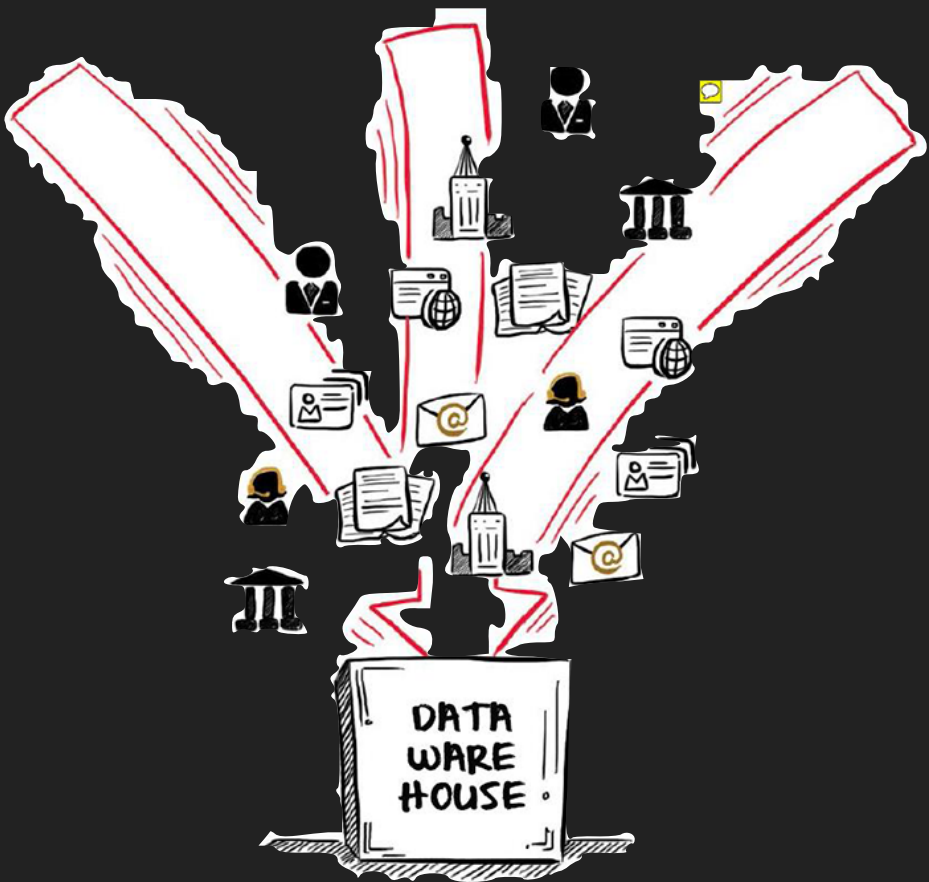
The More students Engaged
The Better their GPA

sig< .001, $\alpha=.127$






BETTER DATA



BETTER QUESTIONS...

- ▶ What is our Desired Outcome?
 - ▶ In understandable terms ▶ - Operationalize
- ▶ What leads to desired outcomes?

from

the  ry



REALITY

Using PANEUGENESIS idea...

SUCCESS

Examples!

Business: Quality Management
For Overall Benefits

Health: Salutogenesis
For Health

Policy: Libertarian Paternalism
For Community Benefits

The Power of Asking Better questions



EXAMPLE

Paneugenesis for Health Using Salutogenesis

Traditional-Pathogenesis - discover origins of disease

Salutogenesis - discover origins of health

Health Promotion Goals

Traditional Goals

- Find causes for Disease
- Look for Disease's precursors
- Reactive - Treat Diseases
- Good Health expected
- Optimistic
- Prevent Disease
- Against Disease

and

Salutogenesis Goals

- Find causes for Health
- Look for Health's precursors
- Proactive - Promote Health
- Health Challenges expected
- Realistic
- Promote Health
- For Health

Like Mother Theresa's Empowering Philosophy

Paneugenesis for Academics

Academic Promotion Goals

Traditional

- Find causes for college failure
- Look for Problem precursors
- Reactive - Treat problems
- Good performance expected
- Optimistic
- Help students Survive college
- Against Problems

and

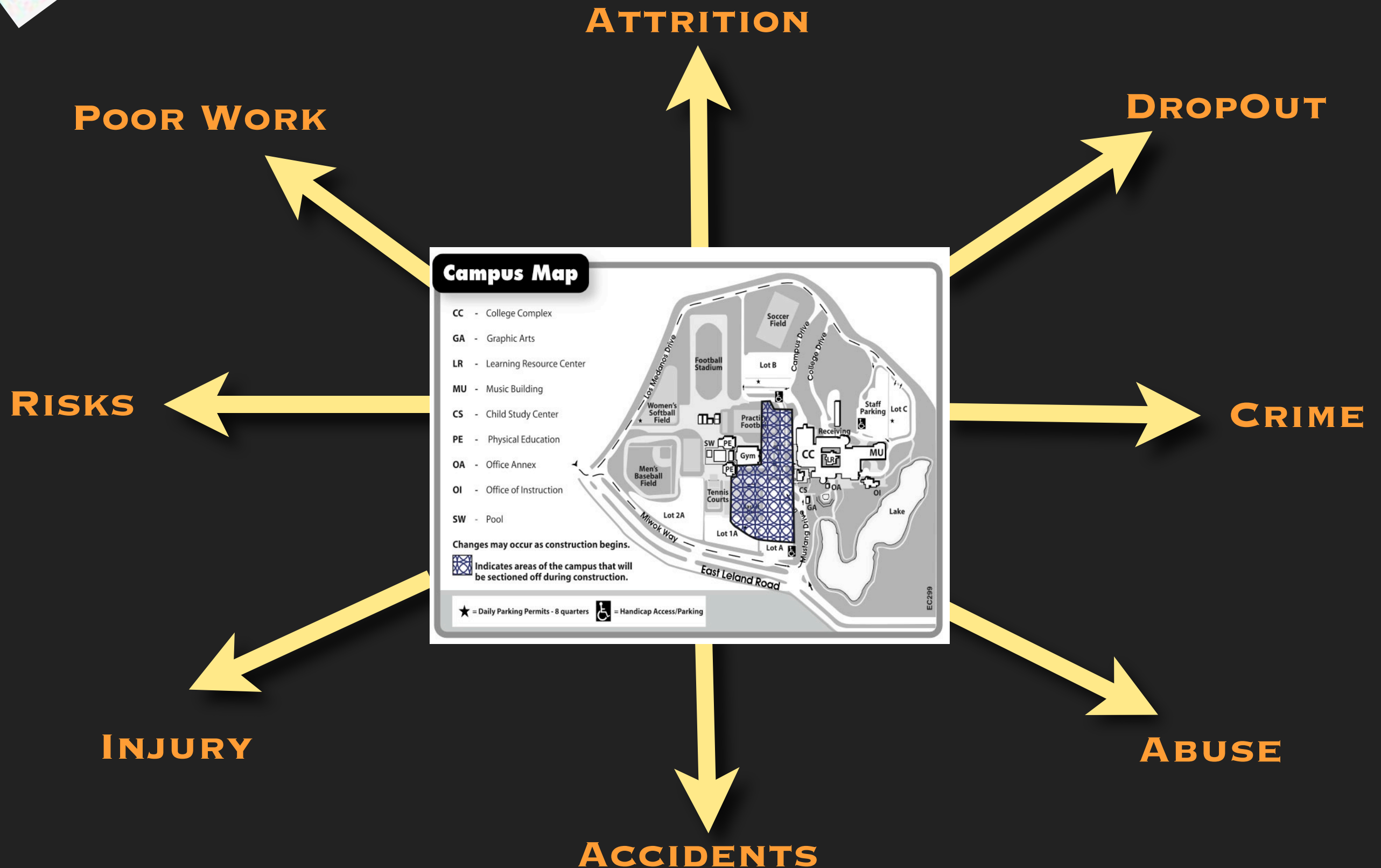
Thriving Goals

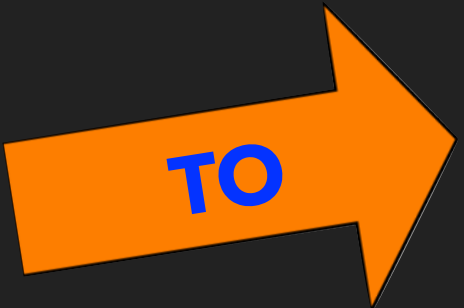
- Find causes for great performance
- Look for Achievement precursors
- Proactive - Help Students Excel
- Difficulties expected
- Realistic
- Help students Thrive at School
- For Performance

Like Mother Theresa's Empowering Philosophy

Traditional Data Objectives...

Go From





New Data Objectives

RETENTION

PERSISTENCE

GREAT IMAGE

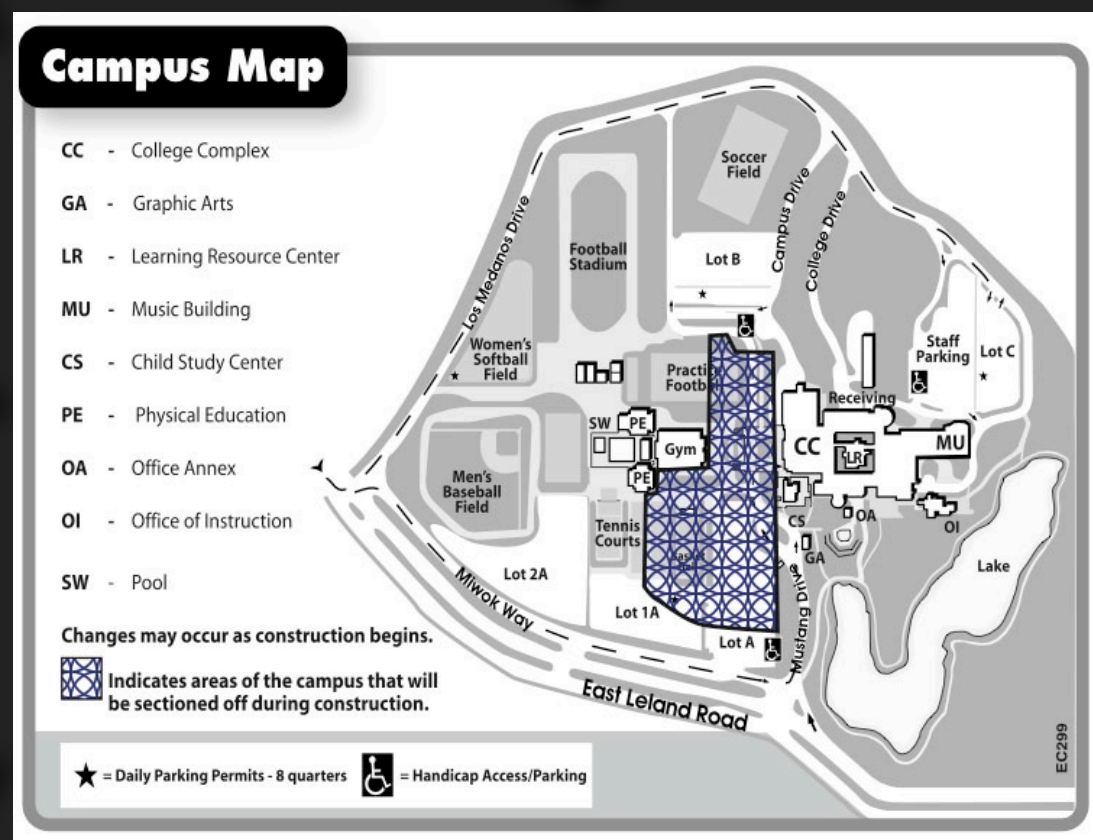
**NATIONAL
MODEL**

**GOOD
GPA**

GOOD WORK

**GOOD
HEALTH**

**POSITIVE
ENGAGEMENT**



Use Data for Promotion

- [Prospect Theory & Build and Broaden Theory
- [Focus on Gains for Engagement
 - [Need 3:1 Positive to Negative Ratio
- [Greater Intention to Engage
 - Emphasize benefits from efforts!
 - Less motivated to avoid possible problems

How does this help?

- * Directs how spend money
- * Helps Guide Programming
- * Data for Healthy Academic Community



Logic Model for Thriving Academics Using the Paneugenesis Model

Planning Order



Outcomes

Operationalize Idealized Outcome

Outputs
Precursors

Activities
Optimize the Process

Quality Management
Methods

Exceed Expectations

Improved Local Community
Societal Benefits
Higher Public Image
Improved Retention & Recruitment
Global Model
Purpose & Meaning
Benefit Everyone & Everything



By Product:
Better Society

Plot Progress

Plot Progress

Plot Progress

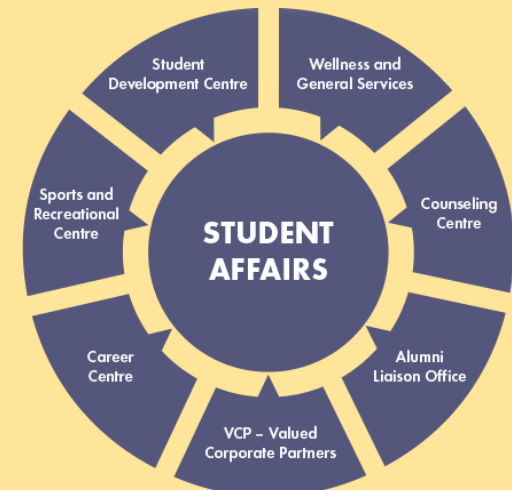
Plot Progress

Plot Progress

Supportive Culture
Trust
Ownership
Fulfilling Vocation
Integrated Social
Helpful Environment
Well-Being
Intellectual
Helpful Emotions
Spiritually Connected
Physically Strong



Build, Support, Nurture,
Encourage & Reinforce
Health Creating Habits



Real-Time Order

[illegible]